

November 13, 2018

THE COLLIER COUNTY COMMUNITY NOOK PROJECT GRAND OPENING AT THE FLORIDA DEPARTMENT OF HEALTH IN COLLIER COUNTY



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Naples, Fla. — In conjunction with Health Care Network of Southwest Florida, The Florida Department of Health in Collier County (DOH-Collier) is holding a ribbon cutting ceremony for the grand opening of The Collier County Community Nook Project. The ceremony will be held on Tuesday, November 27 from 1:00 p.m. – 2:00 p.m. at DOH-Collier's Naples Site, 3339 East Tamiami Trail, Suite 202, Naples, FL 34112.

The Nook Project is a collaborative community-based program that aims to increase the number of women receiving early and regular prenatal care to prevent low birthweight babies, sudden infant death syndrome (SIDS), premature births, child abuse, and substance exposed newborns. The program is designed to promote prenatal care participation and encourage healthy behaviors during pregnancy through incentives and education.

The Nook's clients can earn points through a variety of positive, health-promoting activities that can be redeemed on maternity or baby care items. These activities include attending routine prenatal visits, participating in prenatal education classes, ending high-risk behaviors such as smoking cigarettes or consuming alcohol, and reducing stress. Clients can redeem these points for brand new baby items including handmade dresses, diapers, breast pumps, toys, books, lotion, diaper bags, and baby wipes.

Referrals to The Nook can be made starting in December, and the first clients will be seen in January. For more information, contact Danna Breeden at (239) 252-6022.

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